

FSC-43-A		2/25/97	
SUBJECT: DORAL April Lighter Promotion - Box Product Issue			
DISTRIBUTION:			
<input type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input type="checkbox"/> DM	
<input type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input type="checkbox"/> RM	
<input type="checkbox"/> RBM	<input type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input checked="" type="checkbox"/> ROM	<input checked="" type="checkbox"/> PRC	<input type="checkbox"/> Retail Rep	

Attached are two (2) alternate display loading methods for direct accounts if your region is using DORAL Box 83's or DORAL Box 100's as part of the product mix for the April Lighter Promotion. If your region is not using DORAL Box, disregard this fax.

As communicated in the voicemail to you on Friday, February 21, the packaging specifications for this promotion did not allow for DORAL Box Product. Your direct account will be required to load the box product sideways versus upright as illustrated in **Alternate Method #1**. (For soft pack product, follow the normal instructions as covered in the Second Quarter Wholesaler Instructions.)

If you have concerns with the consumer not being able to identify the product style, you may instruct the direct account to change the position of the sleeves from horizontal to vertical on the bottom shelf of the display as illustrated in **Alternate Method #2**.

Please distribute these illustrations to the appropriate Account Managers/Reps with direct account responsibilities.

As stated in the voice mail, we realize this is not optimum; however, it is a quick solution to meet packing and DTS schedules.

Program Contact: Your Area Manager of Operations
Sharon Reid, extension #2584
Dick Luongo, extension #6110
Floyd Cook, extension #3466

R. J. REYNOLDS TOBACCO COMPANY

51842 5855

WHOLESALE PACKING INSTRUCTIONS

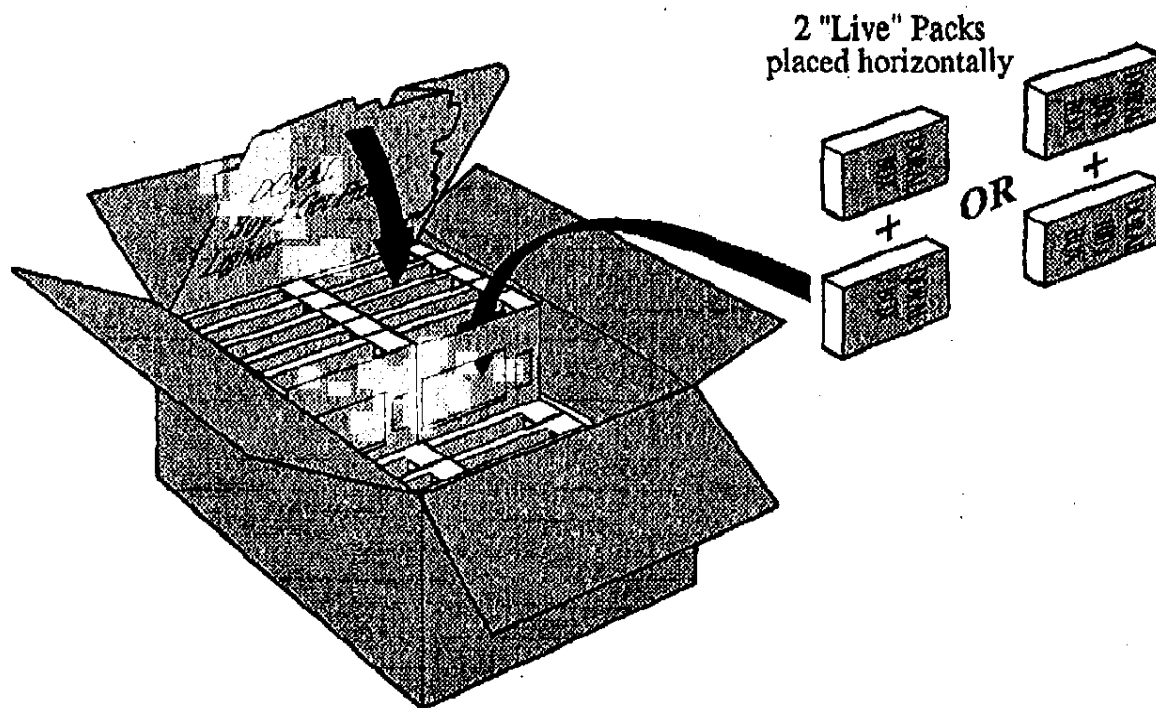
VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

Alternative Method #1 for Box Product

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter Display/POS Kit

Brand Style						
Number of Cartons						

51842 5856

WHOLESALE PACKING INSTRUCTIONS

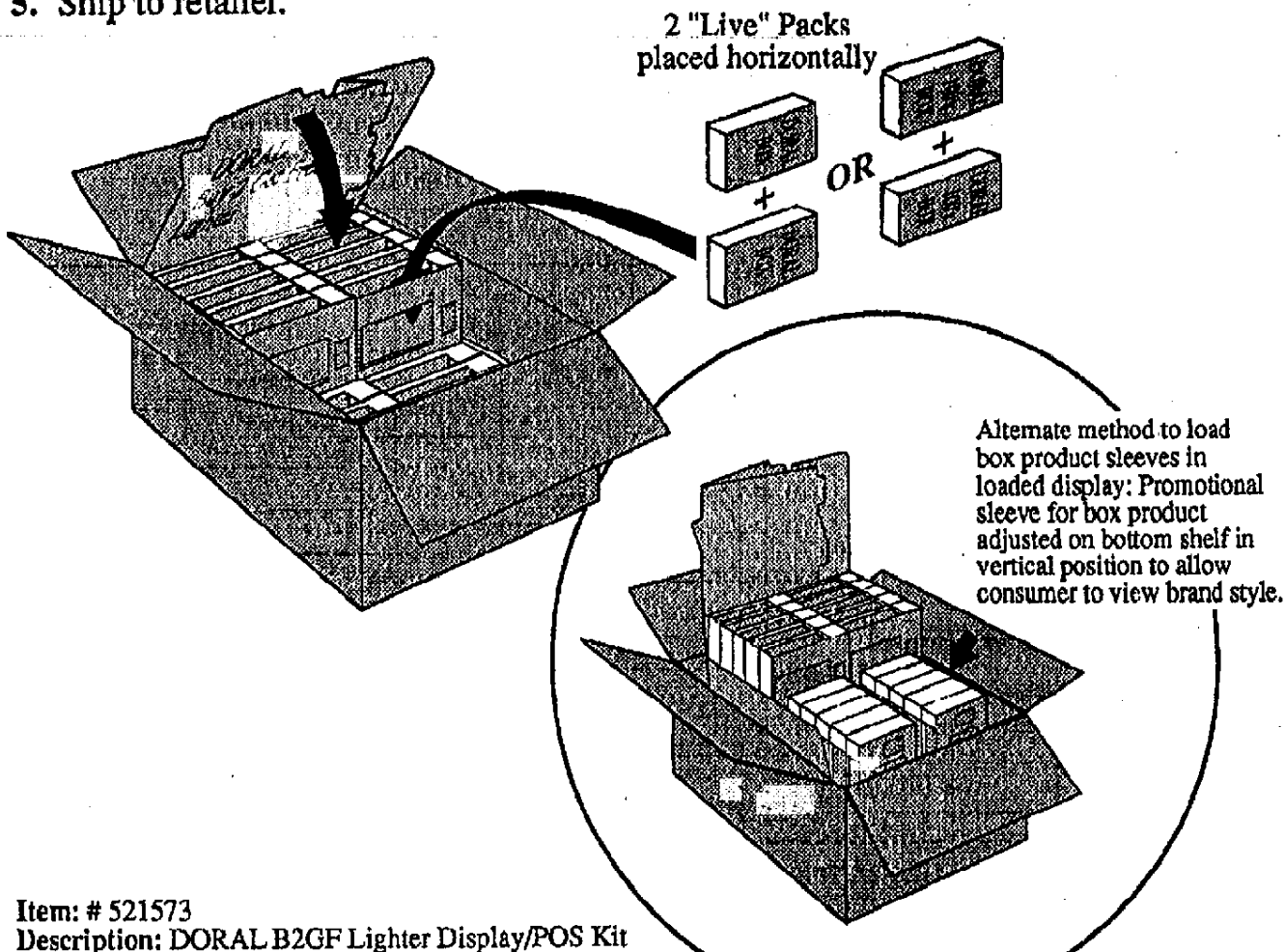
VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

Alternative Method #2 for Box Product

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter Display/POS Kit

Brand Style						
Number of Cartons						

51842 5857